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SHOUT
SHARE
IT

JERSEYBELLE
A late Berry
See Why They Bring the Money

Allen's 1962

Book of Berries

D H Scott

EARLIDAWN
Earliest of All; Usually 5 days ahead of Premier and Blakemore

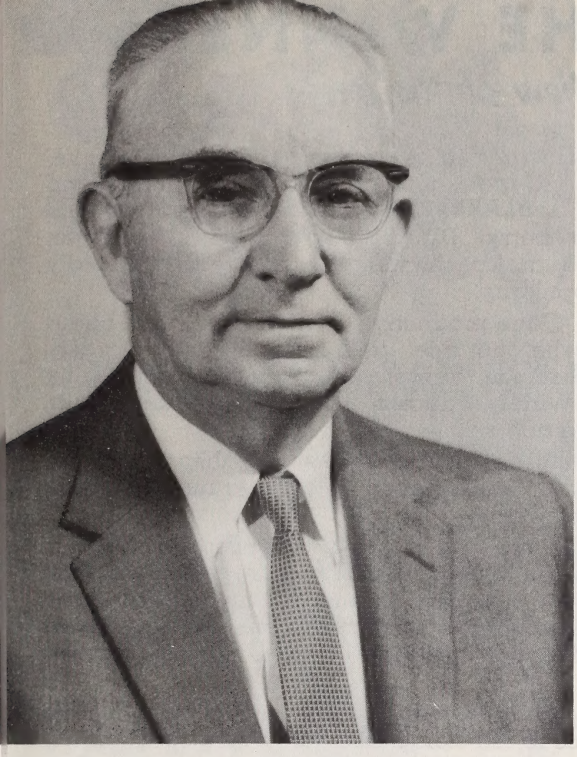
GROW BEDS LIKE THESE — THEY PAY.

CATSKILL

KING
of the
MIDSEASON
KINDS

CATSKILL

OUR
SALE'S LEADER
for
MANY YEARS



W. LEE ALLEN
1894-1961

Mr. Allen died on November 11, 1961, at the age of 67. The W. F. Allen Co. was founded in 1885 by the late William F. Allen. In 1914 his three sons, Fulton W., W. Lee and Albert G. Allen, entered the business which has continued since that time. In 1955 Richard M. Allen, son of Albert G. Allen, joined the firm.

Mr. Lee Allen was active in the business until a few months prior to his death. His advice and counsel will enable us to carry out the policies handed down to him by his father, the founder of our company. Now that "Mr. Lee" is gone we pledge ourselves to maintain the high standards he set for himself and his business.

THE PLANT SITUATION – 1962

REGISTERED PLANTS: Registered virus free plants continue to be the most important factor in achieving consistently good results. All the varieties we are offering are grown from virus free stocks except five minor kinds. Growers of "Registered" virus free plants must follow strict regulations as to indexed foundation stocks, isolation during growing, dust applications and soil fumigation. These regulations are administered by the Inspection Service of the State and are the basis of labeling and selling registered virus free plants. We hope that you buy your registered virus free plants from W. F. Allen Co., but, if not, be sure you get your planting stock from a grower who meets the requirements for registered plants. It will pay you!

QUALITY: Plants are developing well with fall rains, cooler weather and fall fertilization.

SUPPLIES are generally good in most varieties. Preliminary estimates show we have less Catskill, Pocahontas and Dixieland than we sold last year. Superfection and virus free Jerseybelle stocks appear adequate.

VARIETY COMMENTS: We have virus free **JERSEYBELLE** in quantity for the first time this year. **Catskill** and **Pocahontas** continue to be our sales leaders, with Sparkle, Earlidawn and Dixieland nearly tied for third place. More reports on **Midway** to read about on page 15. Redglow moving slowly into some new sections.

PROBLEM: Verticillium wilt that causes the summer dying of strawberry plants is increasing in the north. The use of resistant varieties such as Catskill and Surecrop and not planting strawberries after a susceptible crop such as potato, tomato, pepper and eggplant, remain the best control procedures to date. We have never seen verticillium wilt on our own farms.

ORDER EARLY! It insures that you will get the varieties you want dug while thoroughly dormant and reserved for you. And, we at W. F. Allen Co. may plan our work to serve you best.

ALLEN'S PLANTS, Standard of the Industry for 77 years, are still your Best Buy for Big Crops of Better Berries.

PICKING THE WINNERS

A Bird's-eye View of the Best!

Early

EARLIDAWN

Earliest of all. Increasing in popularity. Berries attractive, light in color and firm enough to ship. Plants hardy and very productive. **BLAKEMORE:** Still a great southern and middle states berry. **DIXIELAND:** Berries larger than Blakemore; equal for shipping or processing. Rapidly gaining in popularity.

FAIRFAX

The top quality berry. Quite productive. Berries large, firm, beautiful, becoming dark when full ripe. Ideal berry for home garden. Very profitable for roadside market, fancy trade. High quality brings repeat sales. Widely adapted, north and middle south. Where quality tells Fairfax sells!

MIDLAND

Plants come from finest virus free stocks, and they grow! For vigor, size, quality, productiveness it is close to the best. Very early. Fine fresh or frozen.

Midseason

CATSKILL

The leading midseason berry. Heaviest producer of any leading variety—more big berries. Good quality, firm, attractive, excellent for freezing. Virus free plants now available regain original Catskill vitality and productiveness. Adapted from Canada south to Missouri and North Carolina. Best midseason berry—it's safe.

SURECROP

Outstanding vigor, productiveness, large size berries; plants with triple resistance to red stele make Surecrop a sure winner. **EMPIRE** has made a fine record in Premier territory; excels Premier in size, quality, firmness and beauty; equal in vigor and productiveness.

POCAHONTAS

One of the strongest growers on our list—healthy too! Berries light, large, firm, tart, attractive and so many of them. Very popular in north as well as in the middle states.

Late

TENNESSEE BEAUTY

Usually our most profitable commercial berry. Excellent for home garden, super-duper for freezing. Adapted middle south to middle north. High yields. A money-maker.

ROBINSON

Berries very large, light, attractive. They bring top prices. Becoming very popular in the northern and upper middle states. Plants easy to grow, very productive, profitable.

SPARKLE

Extra vigorous virus-free plants now available. Red stele resistant. A quality and quantity producer for northern states. Very productive. Berries medium size, excellent quality, rich red clear through—popular for freezing.

JERSEYBELLE

Plants from virus free stocks now available. Fancy berries that bring top prices. Adaptability extending over larger territory than formerly.

Very Late

REDSTAR

The latest real good berry and the best real late berry. Fancy berries at high prices ten days after others have finished.

Everbearing

SUPERFECTION

World's greatest everbearer. Our first choice of them all because it is easiest to grow and most productive of fall berries. Your best bet for berries this year.

ALLEN'S WINNING PLANTS

Standard of the Industry for 77 Years

REGISTERED

Growing strawberries for best results with your own efforts is off to a good start by using Allen's Winning Plants. These are registered and are grown under the following rigid schedule. As a berry grower you cannot afford to do all of these things but you should insist that your plant grower do them for you. You can realize most of the benefits from this program by renewing your planting stock every year or two.

Here are the things we must do to qualify for the registered label which means so much to you as a grower:

1. Planting stocks from virus free sources must be used.
2. Virus free stock must be kept virus free. This requires 12 to 14 dustings to kill the aphis which is the carrier of the virus organism.
3. This superior stock must be grown in fields isolated from varieties where virus free plants are not yet available and from other fields of ordinary plants in the community.
4. Provide a screen house from which constantly a basic stock of indexed virus free plants may come.
5. Soil fumigation to control or eliminate root nematodes. Nemagon is the material used, as that has been found to be the most effective fumigant to date for nematode control. Our plant fields are all fumigated twice during the growing season. This is costly but well worthwhile for users of strawberry plants.
6. The use of abundant plant food. We use about 1500 pounds per acre to keep them growing at their best.
7. A minor element mixture is added to the fertilizer to avoid the possibility of any weakness resulting from any minor element deficiency.
8. Chlorodane is added to the fertilizer to kill ants, cutworms, grubworms, etc. which might kill or weaken the plants.
9. Constant inspection to make sure that planting stock is free from red stele and that the soil in which they are to be planted is also clean.
10. With ALLEN'S PLANTS you get all the above plus the benefit of our specialization and experience. We grow no other nursery product and we have been growing and shipping fine strawberry plants for 77 years. We believe this means much to you as a grower.

McKean Co. Pa. March 15, 1961. "I'll have to admit that I have shopped around during my years of raising strawberries, but your plants being tops in all ways, you now have me for a steady customer. I've never known plants that could surpass the ones you grow. Next year my order will be between twelve and fifteen thousand plants."

—CARL E. OHMAN, JR.

FAMILY BERRY GARDENS

Lots of Luscious Berries from a Lovely Little Garden add Luxury to your Living

A berry garden should be a **must** with every family who has a small plot of ground available. Experience is not necessary in growing nice strawberries. **Beginners** can grow them **successfully** and **profitably.** It is an **ideal** crop for young people, for retired folks, for farmers with small acreage who need a **high income** per **acre** crop.

Strawberries are enjoyed in many ways—fresh from the vines, in preserves, jam, strawberry shortcake. Frozen berries provide a way to lengthen the all too short berry season and to enjoy that "fresh" flavor the year round.

The beauty, taste and healthfulness of strawberries would rate them as a luxury but actually it need not be so, because they are so easy to grow and can be produced in such a small space.

No home garden is complete without a berry bed. Plan yours today.

"Lots of berries from this patch"

400 Plants—2,000 Quarts Berries

Todd Co. Ky. June 7, 1961. "Early in 1960 I ordered 400 strawberry plants from you. The plants arrived in good shape and I had a perfect stand. We had a very late spring in 1961 and picked first berries on May 5. There have been about 2,000 quarts of berries picked from this patch. It is near my house, right on the highway, and many have stopped to admire this patch, taking pictures, etc. Berries from all kinds have been superb." H. G. RYALS

A Successful Beginner

Baltimore Co. Md. Feb. 1, 1961. "Last year was my first year planting strawberries. When I started my garden I decided I would like to grow strawberries so I ordered yours at the recommendation of a friend. I am only thirteen years old but wanted to let you know how satisfied I am with your wonderful berries." PATRICIA GARRITY.

Didn't Lose a Plant

Franklin Co. N. C. Feb. 16, 1961. "Can truly say that your plants are just wonderful. Of the 100 Catskill I ordered from you I didn't lose a single plant. Had all the berries I needed for my own use. Also sold a good many." MRS. CHARLIE DENTON.

Best Seller

Fond du Lac Co. Wisc. June 23, 1961. "I cannot praise your berries highly enough. They have been my best seller and I am highly pleased with them." MRS. JOHN T. McCARTY.

GOOD NEWS

Middlesex Co. Conn. Aug. 24, 1961. "I want to tell you some good news. The spring of 1960 I purchased from your company 100 Catskill and 100 Tennessee Beauty plants. From my 200 plants I picked 450 quarts of fine berries. I never could believe other people until it happened to me and I have been growing strawberries for 30 years. I recommend your plants to all my friends." A. J. PIANTA

You can't lose with berries like these

STRAWBERRIES — A MONEY CROP

No crop is more suited to the purpose

Golden opportunities still exist in the production of fine strawberries. For many years strawberries have been one of the best of all money crops. Our "Common Sense Methods" (pages 24-27) may help you with the growing. Our variety descriptions state honestly what the different varieties are like and where they are best adapted. A study of market quotations emphasizes the difference in price of good berries and poor berries. We list below some of the reasons why strawberries are a money crop.

1. Strawberries have a universal appeal. Practically everyone is a potential customer and they can be so attractive when presented for sale either at retail or wholesale.

2. They can be grown anywhere; fine varieties suitable for every state are available.

3. Strawberries bear quicker after setting and bear earlier in the season than any other fruit crop.

4. Strawberries excel as a family business or large commercial venture. The work is mostly light, suitable for old people, young people and for women who like to work out of doors.

5. If good land is used, a high income per acre can be expected. This is especially helpful where good land is limited.

6. Very little machinery is required—none of the highly expensive type.

7. If you have irrigation it will pay doubly for strawberries in producing larger, better crops and also in protecting the blossoms from frost or freezing in the spring.

8. A fairly wide variety of markets is available—roadside markets, processing plants, local hotels and restaurants, shipment to wholesale outlets, and in recent years "Pick Your Own" projects.

CAUTIONS:

(a) Don't attempt to grow too many. One-half acre well cared for could mean more profit than several acres neglected.

(b) Plan to do all the things necessary to grow good berries. Experience demonstrates that good berries practically always sell at profitable prices—inferior berries only when chance makes a short supply.

Warren Co. Ohio. July 8, 1961. "Thought you would be interested in knowing how pleased we are with our plants—200 Redglow, 300 Catskill and 300 Pocahontas planted in 1960. We have just finished harvesting our first crop—over 700 quarts grossing us more than $350.00 on this small garden crop. The plants were wonderful and the berries were perfectly beautiful in spite of two three-day rains after they had started to ripen. We have advance orders for next year." MRS. FOREST E. KIRBY.

"PICK YOUR OWN"

It seems that "Pick Your Own" projects for marketing strawberries are increasing all the time. Areas within a few miles on all sides of metropolitan centers are natural for this type of berry growing. Even vacant lots or small land areas within the cities themselves are good. Farms on good highways within easy driving distance make it an enjoyable excursion for the city family. A small ad in the newspaper, a spot announcement on a radio station or other available publicity, will bring customers for the first time. If your berries are good it is easy to get them back.

"Pick Your Own" is a good answer for growers near big centers of population where help at picking time is not available. Usually packages are provided by the grower and the balance of the harvesting operation consists only of supervising the customer-pickers and collecting the money for the fruit. The set-up is mutually beneficial to the average city dweller, enabling him to get his supply of strawberries at a fair price in a way that mixes work and fun.

EARLIDAWN *Earliest of All*

Five days earlier than Blakemore

Earlidawn is a cross of Midland and Tennessee Shipper. It was originated at Beltsville, Md. in 1947 by the U.S.D.A. and first selected for merit in 1948. After observation and testing Earlidawn (U.S. 3939) was released for introduction in the fall of 1956. The original U.S.D.A. release best describes the variety.

"The ripening season of Earlidawn is about 5 days before Blakemore and Howard 17 (Premier). Earlidawn is the earliest of all to ripen; its flower stems are short and the flowers are well covered by leaves to protect them from frost. It has escaped frost even better than Premier. The berries average large in size and maintain large average size throughout the picking season. The color of the berries is strong to vivid red, a little deeper than the Blakemore color. They are glossy, have a moderately tough skin, and are firmer than Premier, Catskill and Sparkle, about as firm as Pocahontas and less firm than Blakemore. The seeds are slightly sunken. The berries are fairly uniform in shape and their flavor is tart and good."

"The plants are vigorous, fairly free of leaf spot and leaf scorch, produce fewer runners than most other varieties and are very productive and have shown no yellow variegation. They are not resistant to red stele root-rot. The plants are productive in wide matted rows. Yields of Earlidawn have been above those of most other varieties in Maryland."

As further evidence accumulates it is certainly safe to say that Earlidawn is frost resistant if not frost proof and, in addition, under good growing conditions with adequate moisture Earlidawn is a vigorous producer of runners and can hide the middles. (See Inset)

Earlidawn has been steadily increasing in popularity since its introduction and is now tied for third place with Sparkle in our sales. It has been widely tested with excellent reports coming from Indiana, Ohio, Kentucky, Missouri, Maryland, New York, Pennsylvania, Massachusetts and other states. We feel that Earlidawn is generally adapted in most of the middle states and into the far north. As Premier has faded in popularity and performance Earlidawn generally has taken its place.

Earlidawn is a heavy producer. The yield of 9640 quarts per acre was made at Beltsville in 1955; one large grower in Michigan has reported over 10,000 quarts per acre for three successive years; records of more than 8,000 quarts per acre in various tests are frequent; in 1959 here at Salisbury Earlidawn was the heaviest yielder in a very dry year; in 1960 in Kentucky Earlidawn was reported at 10,112 quarts per acre.

We have planted a large acreage of Earlidawn and they have grown very well, but we have not been able to keep up with the increasing demand any year since its introduction, so we suggest that you get your order in for this variety early. Price list page 32.

BLAKEMORE

The Great Southern Shipping and Processing Berry

For many years Blakemore has been the leading shipping berry throughout the southern and middle states. Even today, after much competition with other varieties in local areas, Blakemore is still more widely grown there than any other early variety. The plant is very vigorous, making a satisfactory row under almost all conditions. Generally the plants should be thinned some to keep from getting the bed too thick.

Blakemore is very productive, turning out a high yield per acre, particularly if some thinning of plants has been practiced. The berries are light in color, very attractive in appearance, holding the light color after several days. The berries are very firm and will remain in good condition from the time the berries are first ready to pick, either on the vines or on the route to market, for several days. The berries ripen evenly all over, making good picking rather easy. Many of the berries are large in size but in thick beds and dry seasons tend to run down quite badly unless irrigated.

For processors Blakemore is the Number One berry. In southern areas especially processors prefer Blakemore and in many instances will have no other variety.

In quality Blakemore berries are quite tart. When consumed as fresh fruit they must have sugar added to be real good.

In some areas of the south Dixieland is inching into Blakemore territory. In eastern North Carolina Albritton has almost taken over as their one best berry. On the other hand Blakemore is popular in many areas of the northern states. Blakemore territory reaches into all the southern states and as far north as southern Pennsylvania and New Jersey, the coastal areas of New England and the southern half of Ohio, Indiana and Illinois. Generally it is not recommended farther north. In the territory mentioned anyone who wants berries that are easy to grow and sure to grow can do no better than choose Blakemore. Properly grown it has proved to be a great money maker for large numbers of growers. Virus free stock retains and emphasizes the outstanding vigor of this fine variety. Price list page 32.

ALBRITTON

The great majority of all berries grown in the coastal region of North Carolina are Albritton. The plants make a very vigorous growth and are quite productive of very large, bright, shiny, firm, high quality berries. They are real beauties and quickly came to dominate the North Carolina berry industry after they were introduced.

Excellent crops of Albritton have been obtained outside the North Carolina area, but generally speaking Albritton has limited adaptation. In southern New Jersey, Maryland and Virginia, Albritton is worth trying. Here at Salisbury, Md. we have grown some excellent crops of Albritton that have been very profitable. The fact remains, however, Albritton has not made its way to the top of the heap anywhere except in eastern North Carolina.

As with other varieties, virus free plants of Albritton retain all the original vigor and productiveness of the variety. We have some beautiful Albritton plants which will produce beautiful berries for you. Price list page 32.

DORSETT

Dorsett is a high quality berry which has many good points and a few bad ones. Dorsett ranks about with Premier in plant growth and production. It is superior to Premier in attractiveness and firmness. The quality of Dorsett is much better than Premier, in fact surpassed only by Fairfax. The bad points of Dorsett are that it is susceptible to frost injury and it is hard to make all the blossoms set fruit. To help overcome these things avoid frosty sites, don't over-fertilize the row making it too dense, and don't let the plants become too thick in the row.

Certified virus free plants of Dorsett are not yet available but our present stock grows freely and makes an excellent fruiting row. Price list page 32.

Dixieland Plants that Grow and Grow and Grow

DIXIELAND

Firm and Beautiful

Dixieland, a cross of Midland x Tenn. Shipper, was originally developed as an improved shipping variety for the south, and it is that! Compared with Blakemore it is larger, more productive and firmer.

As Dixieland became more widely tested it has been found to be adapted much farther north than first expected. Dixieland does well from South Carolina to New York and from the Atlantic Coast to the Mississippi River. Excellent individual reports on Dixieland have also come from southern Michigan and southern Wisconsin. Dixieland popularity, shown by increasing plant sales, is gaining rapidly.

In addition to the luxuriant plant growth, heavy productiveness, size and beauty of the berries, the firmness of Dixieland is hard to realize. We thoroughly believe that if a good picking of Dixieland should be ready on a Monday morning and shortage of pickers, bad weather or other factors should delay picking until the end of the week, the berries could be picked with practically no loss to the grower. With the exception of Tennessee Shipper, which does not compare with Dixieland in other ways, Dixieland is as firm as any present day variety of strawberry. This could be important, as mentioned above, where labor is scarce or weather is bad.

Dixieland berries are light in color, only slightly darker than Blakemore. In quality they are quite tart and are highly recommended for processing. Dixieland nearly always equals or exceeds in selling price other fancy berries of its season. In tests at Beltsville, Md. for a three-year period Dixieland has yielded 9,735 quarts per acre on a heavy silt loam soil.

Dixieland continues in popularity in the areas where it is grown and is still slowly invading "Yankeeland."

Our plants of Dixieland appear beautiful this year (see inset) but we suggest you order early as the demand may well exceed the supply. Price list page 32.

STELEMASTER

Stelemaster is a very fine early variety in addition to its ability to resist all three forms of the red stele disease. It is a very vigorous grower and close to Catskill and Premier in productiveness. Average size of Stelemaster is much larger than Premier, perhaps almost as large as Catskill.

Stelemaster berries ripen about as early as Blakemore. The berries are medium red in color with a glossy surface and are generally uniform and smooth. The flesh is light red, firm, juicy and with a slightly tart flavor. It is not considered especially desirable as a freezing berry.

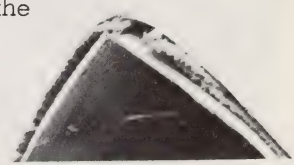
Stelemaster plants are very vigorous and productive. Stelemaster has not been widely tested, most of the early tests having been confined to Maryland and southern Delaware. However, it has been so good in those areas that it is largely responsible for putting back in the berry business a number of growers whose soils had become infested with red stele. The new Surecrop, a midseason variety, is the only other kind with triple red stele resistance. These two, Stelemaster and Surecrop, we look to see much more widely grown.

If you have red stele in your soil and still want to grow big crops of fancy berries it will pay you to remember Stelemaster and Surecrop—both triple threats to red stele and high scorers for your profit account. Price list page 32.

MIDLAND

Midland has everything a great berry needs—beauty, size, color, quality, productiveness, firmness and freezing excellence. If Midland made plants a little more freely and had a little more frost resistance we could call it one of the greatest berries of all time. Selection of good soil, plus good care, will nearly always make possible plenty of plants for a good fruiting row with the new extra vigorous virus free stocks now offered. Irrigation, if available, will help insure the excellent fruiting row and also if properly used will provide almost complete frost protection.

Midland berries are very early, ripening with Premier and Blakemore, only a day or two behind Earlidawn. The berries are quite firm and average large in size, probably as large as Catskill. They have a bright red color which extends clear through the berry. When first picked they are bright red but darken somewhat on holding. This is some handicap on wholesale markets but for fruit-stands, local trade, "Pick Your Own" projects and home gardens Midland is "IT." The berries are excellent in quality; many consider them the equal of Fairfax—not quite as sweet but with just as much appealing flavor. Their firmness and deep red color clear through the berry make it one of the best for freezing. Midland has been at the top or next to the top in more freezing tests than any variety we know.



Early, Productive, Firm, Midland, a Great Strawberry. High Quality, Good Freezer

Midland plants are large, healthy and very productive. Where a good fruiting row has been produced their production is right up with Catskill, Sparkle and the other leaders.

Midland is adapted to all the middle states and even quite far north if irrigation is present to help against late spring frosts. In Missouri it has consistently been one of the best berries from the standpoint of quality and yield. In Connecticut it has been superb. In New Jersey it has been the best early berry for a long time and still retains that rank. On Long Island it is one of the most productive and profitable berries to grow.

It is our opinion that when grown for any market except for shipment to big city wholesale markets Midland is one of the best, largest, most productive and most profitable of all early berries. Our one caution: Use good land and give them good care to be sure of a good fruiting row.

For growers who have irrigation, selection of Midland as an early variety should be almost automatic.

So far as our reports show, Midland is one of the outstanding berries for "Pick Your Own" projects.

Our virus free stock of Midland has made very satisfactory growth in 1961 and we have a good supply. This variety is always popular and early ordering is advised.

Price list page 32.

PREMIER *The Frost Proof Berry*

For many years, since 1915 when it was introduced, Premier reigned supreme as the most popular, most profitable and widely planted berry in the northern states. Premier territory extends as far south as the high altitudes in Tennessee and North Carolina and north to Canada.

Premier is still a favorite with many growers in that area but it no longer "reigns supreme," having been surpassed by Catskill and challenged by Sparkle and other kinds. The reasons why Premier stayed at the top so long may be listed.

1. Vigorous, healthy foliage, usually making plenty of plants for a good fruiting row.
2. Amazingly heavy crops of fruit which while not fancy are acceptable on many markets, including the processing industry.
3. A hardiness and frost proof factor which insures big crops every year.
4. An early berry, it starts bearing among the first and continues through a long season.
5. Most of the records for yields and profits, many of which still stand, have been made with Premier. It has been considered the safe and sure variety.

Factors which contributed to the loss of leadership by Premier are:

1. Before virus free stocks were available it became increasingly hard to get a good fruiting row, especially in bad seasons and under unfavorable conditions. This naturally greatly decreased yields and therefore profits.
2. Premier plants bear so heavily that they cannot size up many of the later berries. This has been particularly serious in hot dry seasons.
3. As more desirable fruit came on the market Premier berries suffered by comparison both in quality and price.
4. Virus free stocks make it easier now to get a good fruiting row, but in our opinion virus free Premier now offered is not the real Premier. The fruit is the same in size and shape, but is lighter in color and less desirable in quality than the old non-virus free stock. We hear of local processors refusing berries from virus free Premier because it makes a product that is too mushy. We are not at all sure that the present day virus free Premier stock has all the frost resistance of the original Premier.

To sum up, Premier berries are early, fairly good in quality, fairly attractive in appearance, acceptable on many markets, moderately firm for shipping short distances and are produced in tremendous yields with a certainty of bearing unequalled by few other kinds.

For those who have known and grown Premier and like it we are not suggesting a change. We have a nice lot of virus free Premier and a few of the regular stock for those who want to try the old strain.

Premier is also sold as Howard 17, which was the original name. The varieties are identical in every respect. When ordering use the name you like best. Price list page 32.

FLORIDA 90

A fine new strawberry, originated by Dr. A. N. Brooks in Florida, and grown almost exclusively in that state. Florida 90 is more productive and produces larger, more tasty berries than Missionary. The berries are red all the way through. Florida 90 berries are large, long and pointed. They ship very well and have been very well received on northern markets. As with Missionary, all our Florida 90 are grown from virus free plants. Both varieties are showing the tremendous vigor which has come to be associated with freedom from virus. Price list page 32.

MISSIONARY

For many years Missionary has been the leading berry in Florida and popular in other southern states. In Florida it is now a poor second to Florida 90 in acreage grown. Missionary will do well on almost all soils, but will do better than most on lighter soil types. The berries ripen early, are medium in size, dark red in color, rather tart quality and attractive in appearance. It is a very good shipper and is also a favorite with the "cold pack" or "juice" men. Virus free stocks now used are emphasizing the good qualities of Missionary. Price list page 32.

REDGLOW

The American Beauty

Redglow—Big, Beautiful Berries Bring Buyers Back

Redglow, a cross of Fairland and Tennessee Shipper, was released by the U.S.D.A. in 1956. After watching it for several years as an unnamed selection we were impressed by the beauty of the berries so much that we wanted the authorities to name it "Miss America" or "American Beauty." However, the name Redglow suits it very well.

The berries are a beautiful shiny red which makes them so attractive they usually bring top prices on the market. The berries are firm enough to carry to market in good condition and good enough in quality to bring buyers back.

Redglow seems to be slowly increasing in popularity, with good results being received by a few growers in Delaware, Wisconsin, Ohio and Michigan.

Captan is being used for fruit rot control and also for leaf spot in some or all of these areas. Unfortunately Redglow has been more susceptible to leaf spot than many of the newer varieties.

1960 results on Long Island and central New Jersey in regard to high yields are generally holding up. Redglow is not considered highly productive and is not a heavy producer of plants. It makes an adequate growth of strong robust plants which usually are not crowded on the row. Part of the secret of its higher than apparent production probably lies in the fact that every berry reaches a good marketable size.

Redglow is resistant to the most common strain of red stele, the same as Sparkle. Generally speaking Redglow is adapted to the middle states and is suggested for trial from Virginia to Pennsylvania and even farther north.

Redglow starts ripening only a day or two after the very earliest. The beautiful berries of this variety should be a good way to start the berry season. Price list page 32.

SENATOR DUNLAP

A fine old variety that has been grown in the middle and northern states for many years. It is an extremely vigorous grower, making lots of plants which are very productive. Berries are medium in size, a bright rich red clear through and of good quality. One of the best for canning. The hardiness of the Dunlap plant makes the variety a favorite where the cold winters injure the weaker kinds. Canada, Maine, Iowa and Minnesota are among the places where Dunlap is appreciated. We have a limited number of good Dunlap plants this season. Price list page 32.

FAIRFAX

First for Fine Flavor

The Garden Berry Deluxe

Size, beauty and quality make Fairfax an outstanding berry for roadside markets and other places where quality as well as appearance is appreciated. Wherever a consumer can buy strawberries by variety name Fairfax is a favorite. Few can forget the taste treat which Fairfax provides. The berries average large in size, many of the first berries being fan shaped, with the later ones round and sometimes somewhat pointed. The berries are quite firm, being just as solid as Blakemore. When they first ripen Fairfax berries have a bright red color which darkens on holding, becoming almost purple before decay starts. Fairfax berries should be picked closely, especially in commercial fields. If picking is neglected the bright early berries mixed with the dark red berries which have been ripe for several days present a somewhat mottled appearance, which is not favored on wholesale markets. In retail markets the dark red color of Fairfax has become associated with unequalled flavor. Consumers buy Fairfax and come back for more of these wonderful dark red berries.

Availability of Fairfax plants from virus free sources has caused a revival of interest in this fine variety, long noted as the best of all in quality.

Fairfax is a moderately heavy producer, just under Premier, Catskill and Sparkle, but yields of 8,000 quarts per acre are not uncommon under good conditions. In the southern and middle states Fairfax ripens early but becomes midseason to late when grown as far north as New York state. Fairfax is well adapted from the latitude of Virginia north. Every garden or small planting in that area should include this delectable treat. FAIRFAX! Price list page 32.

Houston Co. Tenn. March 20, 1961. "Your plants are the finest I have ever seen. I haven't found the perfect strawberry yet so I often try different kinds. On my soil Fairfax grows the largest of any I have tried." JAMES H. SEXTON

Prince Georges Co. Md. July 23, 1961. "This is to inform you of the high quality and productivity that I have received from the Fairfax and Tennessee Beauty plants that were purchased from you in March, 1960. These berries were planted on my farm in the mountains of Hardy County, W. Va. and this year I am happy to report that I received an average of better than a quart of the largest and sweetest strawberries per plant that I have ever seen. When I plant more strawberries in the future you can be sure they will be from W. F. Allen Company." J. STERLING KING, JR.

Beautiful Pocohontas plants like these will please you.

POCAHONTAS

A Powerhouse for Growth and Production

Pocahontas is an amazing berry. Its brilliant performance during the last few years has caused it to jump in popularity so that with us it leads our sales on all varieties except Catskill. This is largely due to the fact that Pocahontas does well over a wide area which extends from North Carolina, Tennessee and Kentucky north into Canada and from the Atlantic Ocean to the Rocky Mountains—everywhere except the far south and the far west.

The outstanding achievement of Pocahontas is due to its excellence in so many ways:

1. One of the most vigorous in plant growth.
2. Productivity equalling Catskill, Sparkle and the other great producers.
3. Large average size of berries, together with the bright red attractive color and showiness.
4. Firmness good enough to make an excellent shipper.
5. Growing popularity as a processing berry.
6. Its pre-eminence as a berry to set in late summer (where plants are available) for a partial crop the following spring.
7. Wide adaptability and its great productiveness.

Outstanding yields of Pocahontas from official plantings have been received from Virginia, Kansas, Kentucky, New York, Ohio and other states. Comments about Pocahontas from individual growers follow:

Somerset Co. Pa., March 13, 1961 "I planted 300 Pocahontas plants in 1959 and picked over 550 quarts in 1960. Hope for continued success. This year I am increasing my order to 500 Pocahontas." A. L. KRITSCHGAU.

Nansemond Co. Va., April 18, 1961. "My 200 Pocohontas strawberry plants I got from you last November are beautiful—every one lived. I am very proud of them." ELLEN M. PLASKIE.

Cabell Co. W. Va., Jan. 18, 1961. "I have been growing berries from your plants for four years—Catskill, Sparkle, Tennessee Beauty and Pocohontas. Although all four varieties are very good Pocahontas is the best all-around berry I have ever seen, much better than Catskill. In my location they are not a mid-season variety. I picked the first 40 quarts on May 15, 1960. I picked a total of 1202 quarts from 1,000 Pocahontas plants." HAROLD JEFFERSON.

ORDER EARLY! There is bound to be a big demand for Pocahontas. See color picture on back cover. Price list page 32.

CATSKILL *King of the Midseason Kinds*

Judging by our demand for plants Catskill might well be called "King of all Strawberry Varieties." In 1954 virus free plants of Catskill became available. It was soon learned that this stock had regained all the original 1932 vigor of Catskill and would again produce the tremendous yields of big berries for which it was noted. In that period yields of ten to fourteen thousand quarts of Catskill per acre were not unusual. For many years Catskill has been the best seller on our list.

WHY CATSKILL LEADS

1. **VIRUS FREE.** Catskill plants make a very strong, vigorous, healthy plant growth. Our Catskill plants again this year are very beautiful, equalled in vigor by only a few varieties such as Surecrop and Pocohontas.
2. **PRODUCTIVENESS.** You just can't beat Caskill for total quantity of berries produced. They are nice berries too, with more large size fruit than any other equally productive variety.
3. **BERRIES.** Catskill berries have large size, moderate firmness, good quality and very attractive appearance that will hold their own in any parade of fancy berries.
4. **USE.** Catskill berries are fine for the fresh market and very acceptable for freezing. They cap easily, very important where capping machines are in use.
5. **HARDINESS.** Catskill has been a sure-cropper over a long period. It has an amazing record of producing successive crops of fine fruit. If there is any one "must" berry for growers in the northern and upper middle states it is CATSKILL.
6. **ADAPTATION.** Catskill is well adapted to all the northern states and the higher altitudes as far south as North Carolina and Kentucky, westward beyond the Mississippi River.
7. **CATSKILL EXTRAS.** Strawberries provide one of the best of all sources of Vitamin C, so necessary for good health. Catskill carries a higher than average percentage of this important Vitamin C. For some reason Catskill berries will stand wet weather at picking time much better than other varieties which are really firmer. We don't know why, but it is true.

CATSKILL COMMENTS

Indiana—Hancock Co., Jan. 24, 1961. "The Catskill strawberry plants we bought three years ago were wonderful. Everyone said they had never seen such large, firm and beautiful berries. We picked as many berries the second year as the first. They are wonderful for freezing, eating or

for jam. We wouldn't think of planting any other kind. The berries we picked the first year looked just like the one you have pictured in your book." E. McMURRER.

Massachusetts—Worchester Co., March 4, 1961. "In 1959 I bought 600 Catskill plants. The berries were so good last year I had to turn people away as I didn't have enough to go around. Catskill berries are surely good sellers." ALBERT GAY.

Ohio—Scioto Co., March 7, 1961. "I can't find a berry I like as well as I do the Catskill. I am wondering what you would recommend as a late berry that tastes and is the size of Catskill and produces like the Catskill does." CLIFFORD REED.

West Virginia—Mingo Co., March 17, 1961. "From the 400 Catskill plants I have purchased from you in 1959 I picked 1020 quarters of big beautiful berries. We had very little rain that year and I didn't expect half that many berries. I am sold on the Catskill. Rush my new order for 400 Catskill as I want to get them out early." PAUL COLEMAN.

Virginia—Tazewell Co. March 14, 1961. "Please send me as soon as possible 500 Catskill strawberry plants. I ordered 1,000 from you two years ago and I was really pleased with them. I didn't lose a plant. I didn't think the berries could look like the pictures in your book but they sure can. I was very pleased with my crop last year. Everybody liked them." MRS. GLEN GRIFFITHS.

MIDWAY

A new midseason variety, a cross of Dixieland and Temple, formerly Md.U.S.2389 and released for introduction by the U.S.D.A. in 1960. Midway plant growth is robust and healthy. The plants are extremely productive, producing berries which average medium to large in size and maintaining good size throughout the picking season. The berries have a uniform deep red color with a glossy surface, firm skin and yellow seeds. The flesh is firm and the shape is irregular conic to blunt conic. Berries have good dessert quality and have been satisfactory in frozen packs. Midway seems plenty good to use under many conditions and resistance to the common race of red stele widens its usefulness.

Performance based on Experiment Station tests is generally good in the northern or north central parts of the United States. The best report is from Ohio where it was the highest yielding variety in a test of 24 kinds. Under Ohio conditions it was one of the larger fruiting varieties, almost as large as Robinson, with the berries firm and attractive.

Indiana reports that Midway looks very good with them again this year, with yield quite satisfactory and the berries large, firm, glossy and attractive.

Massachusetts reports that Midway was out-yielded by Pocahontas and Catskill but that the Midway fruit was large and attractive which partially made up for the lesser yield.

At the U.S.D.A. Station at Carbondale, Illinois (the very southern part of the state) Midway has not performed well at all for two years in a row. The yields have not come up to 50% of the higher yielding varieties and the berries were rough and unattractive. At Willard, North Carolina, the same results held true.

At Beltsville, Maryland, this past season Midway yielded satisfactorily and the berries were attractive although not equal to Surecrop in appearance. Beltsville results show that Midway does better on a silt loam soil than on a light sandy soil.

Unfortunately Midway is susceptible to verticillium wilt and should not be grown after crops such as tomatoes, potatoes, eggplant or peppers.

Best indications are that Midway should be satisfactory in Maryland, New York, Pennsylvania, southern New England, Ohio and Indiana. It is worthy of trial in areas adjacent to this territory. Price list page 32.

Comparative Average Yields (24-quart crates, per acre) of Midway and certain standard varieties at 2 Maryland locations.

Location and Variety	1957	1958	1959	1960	Mean
Beltsville					
Midway	498	455	294	406	413
Surecrop	390	339	294	379	351
Dixieland	398	389	346	340	368
Blakemore	—	236	204	—	220
Salisbury					
Midway	489	—	354	576	473
Surecrop	530	—	390	629	516
Blakemore	417	—	267	665	450

EMPIRE

A Large Productive High Quality Berry for the North

Size, Beauty, Productiveness—Empire has them all

Empire has done well in most of the northern states, excellent reports having come from the Atlantic coast states to the Mississippi River. Empire berries are large, bright, attractive and of much better quality than Premier. They are about the same in firmness. Under good conditions Empire is about as productive as Premier and Catskill. The large size and light attractive color make them easy to market profitably. (See color picture) Empire berries are only moderately firm so they should be handled quickly and kept picked closely. They are not generally considered to be good for freezing.

Even in the north Empire fails to make a good fruiting row under some conditions. When climate and soil suit them Empire makes a very strong, vigorous growth, oftentimes producing enough runners so that plant thinning is necessary for best results.

Empire has been a consistent bearer since its introduction in 1950. Customers report it to be a good yielder and of excellent quality.

All our Empire beds this year are very beautiful and we expect to have an adequate number of very fine plants. Price list page 32.

TEMPLE

First of the good red stele resistant varieties. It is not immune to all strains but has sufficient resistance so that profitable crops of berries can be grown on red stele soils. Normally Temple makes a vigorous plant growth, quite productive, berries medium to large in size, moderately firm and of excellent quality. Not rated high as a freezing berry but as a home garden berry or moderate distant shipping berry it has done well in the lower-lying soils of southern Delaware and eastern Maryland. Price list page 32.

BIG JOE

An old veteran, not virus free but vigorous growing anyway. Plants moderately productive, berries large in average size. A bright red color, attractive green cap makes them very showy and easy to sell. Berries fairly firm; fairly good shipper. Somewhat susceptible to late frosts, so frosty sites should be avoided. Best result have been in the middle states. If you know and like Big Joe we have the plants for you. Price list page 32.

FAIRFAX

The Garden Berry DeLuxe!

Supreme in Quality!

ROBINSON — GOOD NORTH

No good South

ROBINSON

Large size and bright color have brought to growers many a dollar. That's why so many Robinson are grown.

EMPIRE

"Sure-fire" for northern states

ALLEN'S PLANTS

Standard of the Industry for

77 YEARS

With Freedom from Virus

MIDLAND

Regains it's place as one of the BEST of all FINE Strawberries

MIDWAY

Brand New Mid Season Berry
Robust Growth—Heavy Yields

ARMORE

Very Large Berries
Very Productive
Best results
in
middle and
northern
states

Superfection- Worlds Greatest Everbearer!

DIXIELAND

Gaining rapidly in favor— Vigorous grower— High yields— Persistant light color— Firmness to qualify as GREAT for shipping or processing.

Surecrop for Sure Growth. Tops them all in vigor.

SURECROP Ranks with Pocahontas as the most vigorous of all

Surecrop is likely to be outstanding in any berry field because of the vigor of plant growth and healthy, hardy condition of its foliage. Adapted throughout the middle and northern states as far north as Maine Surecrop is one of the few good varieties that has triple resistance to red stele. We have fruited Surecrop several times in quantity and we like it better each year. The berries are large, mostly round (see picture) bright, shiny red, firm enough to ship and very good in quality.

Surecrop berry size holds up better than many others on account of the extreme vigor and healthiness of the foliage, which is green enough to function throughout the berry season. Prices for Surecrop berries have been at or near the top all season.

Surecrop is growing in popularity and we look to see it take its place along with Catskill, Pocahontas and possibly Midway as one of the great midseason berries. Price list page 32.

Denver Co. Colo. Dec. 27, 1960. "This is a report on the 100 Surecrop strawberry plants I bought from you last spring. They sure grew rank and strong. Some of the more vigorous topped one foot high and the stems of the runners were the largest and thickest I ever saw on any strawberry plants." H. HOLLINGSWORTH.

Hubbard Co. Minn. March 25, 1961. "The 1,000 Pocahontas and 500 Surecrop you sent us last year arrived in wonderful condition. Perhaps the new packing system is better than moss. We were well pleased. These two varieties appear to be outstanding. Such wonderful growth and size of plants. Outside of Catskill we've never seen anything like it in our 20 years of growing commercial strawberries." TOM HJERMSTAD.

ARMORE

The vigor of Armore plant growth and its great productiveness as well as the large average size of berries merit much wider planting than it has had up to this time. In Missouri, Illinois, Indiana, Ohio, Kentucky as well as in some states farther east Armore has produced some amazing crops. Dr. Darrow, formerly of the U.S.D.A., in his successful "Pick Your Own" project of more than 20 acres near Washington, D. C., rates Armore as the most profitable of the late varieties. Mr. Robert D. Price of Huron Co. Ohio wrote us on March 23, 1961, "Armore berries have consistently been our best yielders and best sellers."

Armore is generally rated high as a freezing berry as well as having the size and attractiveness for a good fresh market berry. Armore is widely adapted and should be tried in all areas except in the extreme north and extreme south.

The berries are medium to light in color, darkening somewhat on holding. Quality is good and they are firm enough to ship moderate distances; firmer than Premier and Sparkle, not as firm as Blakemore and Tennessee Beauty. The first Armore berries are large, irregular, wedge-shaped; the later ones usually round-conic.

Armore produces plenty of runners for a good fruiting bed. For the territory mentioned we don't see how you could go wrong with Armore as a large, productive, late kind. Price list page 32.

JERSEYBELLE *For Highest Prices*

Jerseybelle was first listed in our catalog in 1957. At that time it had been grown successfully and profitably for several years by New Jersey growers under the name 7A. When listed on produce market quotations 7A was nearly always at the very top. Jerseybelle was originated at the New Jersey Station and released for introduction by the New Jersey Small Fruits Council.

Jerseybelle is a very large fruited variety with a late ripening season. The fruit has a shiny skin, a tough surface and rather prominent yellow seeds. The cap is large and showy which further helps to attract the eye of the buyer. The flavor of the fruit is best described as mild and becomes bland when fully ripe. However, this does not seem to deter the city buyer as quality is not the first consideration. Jerseybelle berries are really fancy (See front cover) and so outstanding for beauty and size that they always bring top prices.

Jerseybelle plants are moderately vigorous and will make a fine amount of runners under good conditions and plenty of runners under superior conditions. Jerseybelle is definitely not a berry for a poor grower on poor soil but for the good grower on good soils it can be a gold mine if the fruit is picked at just the right time and handled carefully and promptly. Jerseybelle is firm enough for retail trade and over-night shipment if kept picked closely while the berries are still light red, rather than waiting until they get a deep red color.

The introduction of virus free stocks of Jerseybelle has led to a re-evaluation of the variety. We know that Jerseybelle has performed very well at the Long Island Vegetable Research Farm, producing 10,465 quarts per acre in 1958 and 10,875 quarts per acre in 1960, the yield in both years being larger than any other named variety. And we know that Jerseybelle has an outstanding record as a profit maker in the state of New Jersey. It seems to be moving slowly out of its early territory and we get scattered reports from Ohio, Pennsylvania, Illinois, Virginia and New England that indicate it is a variety worthy of trial in the middle and northern states for the grower who has good berry land and a fancy market available. Mr. W. F. Dyer of Windham County, Connecticut, wrote us on February 20, 1961 that on a test of several varieties Jerseybelle was rated objectively as best of all.

Our plants of virus free Jerseybelle this year are beautiful. The plants are vigorous and the runner production has been good.

"See why they bring the money" is no idle slogan. We believe Jerseybelle has sold for much higher prices on the New York market than any other variety of its season. Price list page 32.

Beautiful Jerseybelle Berries.

See why they bring top prices?

$ $ $ ROBINSON $ $ $

Large Size and Bright Color have made for its Growers many a dollar

The plant growth of Robinson is nearly always good. It seldom fails to make a good fruiting row even under adverse conditions. The plants individually are small, but they do bear big berries. Robinson did not lose as much of its vigor due to virus infection as many other varieties. However, our stock of Robinson is now entirely from virus free sources so that all the original vigor of Robinson is available for plant growth and fruit production. Another thing that has helped Robinson, we believe, is the fact that like Premier the foliage has been absolutely healthy. Even on weak plants we have never seen any foliage injury or disease. This healthy foliage has helped.

Robinson acreage in several northern states has increased during the last few years. The compelling motive for this is the money Robinson has made for its growers.

Robinson is primarily a berry for the north. The fruit in the southern and even lower middle states is not firm enough for shipping and not as good in quality as that grown in the North. There have been good reports on Robinson from nearly all the northern states with some enthusiastic supporters as far south as Missouri and northern Virginia.

Robinson berries are generally rather soft and not considered very high in quality, although there are many who do not agree with this and feel that Robinson quality is very good.

In this section Robinson has been grown largely as Kardinal King. In dry years it has been quite profitable. In wet years Robinson is so soft that even with close picking there is considerable loss of fruit.

As a processor Robinson has not ranked high, but is accepted and used widely in areas where large quantities of Robinson are produced.

The berries are large, light and attractive with many of the larger ones being somewhat ridged. (See color picture)

For a berry that is sure to grow, nothing will surpass Robinson in the north. It usually makes too many plants so that some thinning is necessary. PROFIT is the motive for planting Robinson. Despite some weak points it will soon be planted widely by many growers who remember the dollars that rolled in with Robinson. Price list page 32.

ERIE

Erie, Empire and Catskill, in our opinion, make up the three best varieties ever introduced by the New York State Experiment Station. Erie's parentage is Sparkle x Premier, certainly an excellent start for any new kind. Erie makes strong, vigorous plants and plenty of them for a heavy fruiting row. Berries are large, maintaining their size well throughout the season. Fruit color is medium red, bright and attractive, with a skin somewhat tougher than Premier. In quality Erie about equals Premier but ripens about eight days later, about with Sparkle. Our supply of Erie plants this year is very limited. Price list page 32.

Robinson—a money maker for northern growers.

Sparkle plants for your 1962 orders. They are registered and ready.

SPARKLE

After its origination and introduction by the New Jersey Station Sparkle quickly became one of the most popular late berries in the northern states. After a few years Sparkle, like Catskill, became weakened by the virus diseases which seemed to be present everywhere and its popularity waned. Sparkle, again like Catskill, is staging a come-back with the present amazingly vigorous virus free stocks which make a tremendous growth with plenty of strong, vigorous plants. On good soil some plant thinning would help the average berry size.

At fruiting time the plants are loaded with berries. As a producer Sparkle ranks with Catskill, Midland and other high yielding kinds. Sparkle plants have a high degree of resistance to the most common strain of red stele. This provides for the grower an element of safety not found in all our leading varieties. Sparkle plants bloom so heavily and so late that the crop is rarely affected by the late frosts. This is an item of crop insurance which adds to the value of Sparkle as a money maker.

Sparkle Berries

Sparkle berries have a rich crimson red color which makes them very beautiful. The name "Sparkle" was taken from the fact that the berries actually do sparkle on the vine. They darken somewhat on holding.

Sparkle berries are superb in quality, far better than Premier, Robinson, Pocahontas, Surecrop and others with which it competes.

Sparkle berries are top-notch for freezing. The fine quality helps but the rich crimson red color extending clear through the berry helps to give Sparkle top rating for freezing. Where capping machines are used in processing Sparkle is handicapped somewhat because the smaller berries are rather hard to cap.

Sparkle berries are medium to large in size where they have been well grown on beds not too thick. Where beds are thick and moisture insufficient the plants cannot size fully the heavy loads of berries which are produced.

Sparkle berries are fresh market favorites. Where well grown and picked closely they go into a market with a shine and finish which makes them very attractive, resulting in top prices.

Our Sparkle plants are very beautiful and in fairly adequate supply. However, we suggest early ordering for this fine variety as our estimate is not as many as we sold last season. Price list page 32.

They Speak Up for Sparkle

Washington Co. Maine, March 23, 1961. "We picked 180 quarts of berries from 95 Sparkle plants in 1960." GROVER M. WILSON.

Westchester Co. N. Y., June 21, 1961. "My Sparkle plants for the second year in a row have been loaded with berries—three times more fruit this year than last; can't beat them." GEORGE D. ACKER.

Hamilton Co. Ohio, Jan. 14, 1961. "In March, 1959, I received from you 100 Sparkle and 100 Surecrop. Last June I picked 100 quarts of Sparkle berries at one picking. Marvelous, isn't it?" MRS. C. MEYER.

TENNESSEE BEAUTY

The Money-Maker for the Middle States

Tennessee Beauty was originated and introduced by the Tennessee Station. It has been grown very widely in Tennessee and Kentucky in the succeeding years, now being the leader in acreage in those states. The merits of Tennessee Beauty have extended its territory over the years over all the middle and northern states. Here in Maryland we would plant Tennessee Beauty as a late variety for profit ahead of all others. Although originated primarily as a southern berry Tennessee Beauty has been very successful in most of the northern states. Sometimes it has been subject to winter injury which in turn reduces the yield. This is particularly true on fairly dry sandy soil. Highest yields in test after test throughout Kentucky and Tennessee helped gain and hold the high opinion which most growers have of Tennessee Beauty.

Outstanding results have been had with Tennessee Beauty in parts of New York, Ohio, Michigan, Connecticut, Pennsylvania, Missouri and Maryland as well as in Kentucky and Tennessee.

Tennessee Beauty plants are very healthy and very productive. Tennessee Beauty berries are medium to large in size where moisture is adequate and beds are not too thick. Tennessee Beauty berries are very beautiful (See color picture inside back cover) They are excellent for shipping, firm enough so that if bad weather or shortage of help delays picking for a day or two there need be very little loss of fruit. Tennessee Beauty berries are among the best for freezing and processing. They are easy to cap too. In fact they cap so easily that they are sometimes subject to criticism when picked for the fresh market.

We have a fine supply of well rooted Tennessee Beauty plants, You will like Tennessee Beauty and it will make money for you. Price list page 32.

REDSTAR

With Redstar you can have fancy berries to use or sell ten days after other berries are gone. This fact is the most valuable single attribute of Redstar—to extend the season for fancy fruit. Almost equally important is the fact that you are sure to get a crop. Redstar blooms so late it is never killed by late frost.

The first berries are very large and wedge shaped. Later berries are mostly round-conic. Redstar berries are very fine in quality. They have an attractive bright red color which darkens very little on holding. Where a good bed is made Redstar is extremely productive and the berries average large in size, firm enough for shipping and attractive enough to sell well. Because it is so late Redstar should be grown where ample moisture is available at fruiting time, either from moist soil or irrigation.

Until 1956 no virus free Redstar plants were available. Stocks had become so weakened that it was almost impossible to get a good fruiting row. Virus free plants are now available and it is easy to get a wonderful fruiting row with healthy, beautiful foliage.

Redstar has another weakness—fasciation. In this several fruiting stems apparently merge forming a broad flat stem and the berries broaden and twist, making them very undesirable. Our new virus free stocks show far less of this than the old strains, although there is still more than we like to see.

If you are a commercial grower you can stretch your season and handle a far greater volume of berries with a given amount of help. If you are a home gardener you can stretch the season and feed your family wonderful desserts after other berries have called it a season. This new virus free Redstar stock will not disappoint you. Price list page 32.

AMBROSIA

Ambrosia was our best very late berry until the new virus free stocks of Redstar became available. In fact it is still the only good variety that is anywhere near as late as Redstar.

Ambrosia makes a strong, vigorous growth, somewhat susceptible to leaf spot. It produces heavy crops of large, attractive, light colored berries, resembling Big Joe very much in size and appearance. The quality is only fair unless eaten with sugar. Because of the late ripening season Ambrosia berries usually sell well. Because of its late blooming season you always have berries to sell. Price list page 32.

SUPERFECTION

Sparkling Beauties

World's Finest Everbearer

We favor Superfection over all other everbearers that we have tried primarily because it is the best in producing berries when you want them—in late summer and fall. All everbearing varieties for satisfactory results should be planted in hills with the runners removed. The Ohio system, described on page 30, has enabled many growers of everbearers to have much more pleasure and profit from their plantings. Superfection, under good conditions, makes an adequate number of plants. Under very good conditions they set plants almost like Blakemore. Under conditions of extreme heat and drought they will almost completely die out unless irrigated. Where grown in the hill system, described on page 30, with all the runners removed there is usually little trouble in getting a good stand of plants and fair to good crops of fruit, depending on weather conditions, particularly adequate moisture.

Scoffed at as of little value by commercial growers for many years the new sawdust mulch spaced plant system of growing and varieties like Superfection have made everbearers a real asset to your home garden and in favorable locations a profitable money crop.

Superfection berries are light in color and quite attractive in appearance. They are firm enough to ship moderate distances but mostly they are used at home or sold on local markets. The flavor is quite tart but with sugar added Superfection makes a very fine addition to late summer and fall desserts.

All our plants of Superfection are grown from virus free stocks. They are well rooted, true to name and strong plants, giving you your best chance of having good results with everbearers. Price list page 32.

New York, N. Y. Jan. 26, 1961. "I had a small strawberry patch planted with your Superfection plants. I used the sawdust method and I feel you are entitled to know that any and all claims you have made are modest. The berries were more than prolific, the taste superb, the berries magnificent." J. F. SCHLESINGER.

Warren Co. Va., June 26, 1961. "In the spring of 1960 I purchased from you 300 strawberry plants including 100 Superfection. Last summer they did real well." JAMES W. RICHARDSON.

Douglas Co. Minn. Feb. 24, 1961. "I have been a strawberry grower for about 25 years and in that time I have purchased plants from the best growers in this country and also have tested a great many varieties. If I had to be limited to one variety it would be your Superfection, as I have made more money with Superfection than with any others. I can honestly say that the best plants I have ever had came from Allen's." E. B. FAY.

GEM

Superfection is also sold as Gem, which was the original name. Also the plants which we bought as Brilliant from two sources proved to be identical with Gem and Superfection. With virus free plants to eliminate differences in vigor of individual stocks you will find Gem and Superfection identical. Order them by either name and you will have the best of the everbearers. Price list page 32.

Commonsense Methods for Growing Good Strawberry Crops

Strawberries are grown successfully in every State in the Country. They are relatively easy to grow. Beginners can produce fine crops by following common sense methods.

WHEN DO THEY BEAR? Standard varieties set in March, April or early May 1962 will bear their best crop in May or June 1963. Everbearing varieties set in early spring produce berries in late summer and fall of the same year. Fall setting is not a good practice in most cases.

FALL PLANTING

In spite of some very good results setting plants in late August, September or early October with the idea of getting a partial crop the following May or June is not generally a good practice. Results in most cases do not justify the extra effort, even if good plants were available and they usually are not. However, August and September planting is increasing in the Norfolk, Va. area, as well as the Eastern Shores of Virginia and Maryland and southern Delaware. Mostly the Pocahontas variety is used with some Dixieland.

Setting the plants in late October or November to get the job done when not so rushed by work as in the spring or to avoid the hazards of delayed planting in spring due to bad weather is rarely justified now that dormant plants are available. Any advantages should be weighed against the time and trouble of mulching through two winters instead of one and more work in controlling weeds and grass. Usually a part of the fall set plants fail to survive the winter, but those that do survive start earlier and grow better than spring set plants.

With good early dug dormant plants available for spring planting we think fall setting is very rarely justified except in Florida or other sections far south. Recent results with the Pocahontas variety in southern Delaware, eastern Maryland and Virginia may provide another exception.

WHAT KIND OF SOIL AND LOCATION ARE BEST?

Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers. 1—In rolling country a sloping field gives better air drainage and less injurious frosts. 2—Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion. 3—Follow a hoed crop to make less weeds and grass to contend with in the strawberries. 4—Avoid sod land that may harbor grub worms which cut or injure your plants. Use of chlorodane (see page 27) makes the use of sod land much safer. With chlorodane we would prefer good sod land to poor cultivated land. 5—Change the place of the strawberry bed every few years. It will help keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble. 6—A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries. 7—Most important of all, select land that holds moisture well because (a) it is naturally springy, (b) it has a high water table, (c) irrigation is available or (d) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil.

HOW SHOULD I PREPARE THE LAND?

In late winter or very early spring the land should be plowed or (in small plots) spaded to a depth of 6 to 8 inches. Then with harrow or rake it should be leveled off to form a smooth friable planting bed.

Here are some things which are not necessary, but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much more valuable for the strawberry crop if plowed under while still green.

2. Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparation for a fine crop of berries. Results are

almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when applied to the previous crop but is helpful to current crop if full of litter and only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning especially in dry seasons. If used, apply poultry manure to field or garden in the Fall for spring planting.

For small areas a good guide in the application of horse, cow, sheep or hog manure is to figure 1 to 2 bushels for every 100 square feet. Manure from poultry and broiler houses either contains chick weed seed from feed or bedding or stimulates excessively the growth of chick weed, which becomes very serious in many strawberry growing areas.

WHEN SHOULD PLANTS BE SET? EARLY!

The most important single thing in growing strawberries successfully is to set the plants EARLY. With no other crop that you grow is early spring setting so ALL IMPORTANT. With dormant plants available plants can be set safely at least two weeks later than with freshly dug stock.

In the Southern States this means February, March and early April. In the Middle States, March and April. In the Northern States, April and May in late seasons and in states far North. In all states it means just as early as the weather permits you to get the ground ready and the plants set.

A good stand and growth are easy if plants are set early so they can become established while the soil is still cool and moist. With late setting good results are very unlikely unless soil and moisture conditions are entirely favorable.

SHOULD CHEMICAL FERTILIZER BE USED? On very fertile garden soils none is needed. On most good soils fertilizer will not prove beneficial if plenty of stable manure of any kind has been applied. On many soils chemical fertilizers will be very helpful. 600 pounds per acre of any fertilizer containing 3 to 6% of nitrogen and 5 to 10% of phosphorus may be used. This may be stirred into the soil down the row before the plants are set or applied as a side dressing in one or more applications after growth starts. Inorganic nitrogen like nitrate of soda or sulphate or ammonia should be used in these applications only with great care, as they will injure either roots or leaves, if they come in direct contact. Organic nitrogen materials like tankage, fish, dissolved bone, cotton seed meal, dried blood, etc., are safe to use. Any form of phosphorus is O.K. Potash is not usually a limiting factor. However, we sometimes use a fertilizer with 2 to 3% of potash just as insurance.

Whatever the soil preparation and earlier treatment it is well to examine the plant beds in the late August or early September. If the growth is satisfactory and the leaves have a rich dark green appearance, no further fertilizer is necessary. If color and growth are not satisfactory at that time apply as a top dressing directly on the plant beds about 600 pounds per acre of 6-8-2 or any fertilizer mixture your dealer has containing 4 to 6% of nitrogen, 6 to 10% of phosphorus and 2 to 5% of potash. Apply only when foliage is thoroughly dry and brush loose material off the leaves at once. This is important to prevent injury.

An application of 600 pounds per acre means about 1 pound for each 20 feet of row.

PLANTS FOR VARIOUS PLANTING DISTANCE

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
3½ ft. "	18 "	8,297 "
3½ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in.	18 "	7,128 "

WHAT ABOUT LIME? If other crops, weeds or grass have made a good growth on the land you have selected for strawberries it does not need lime. However, if you want to have your soil tested for acidity a pH range of 5.7 to 6 is best 5 to 7 is satisfactory if organic matter content of the soil is fairly high.

WHAT CARE DO PLANTS NEED? They should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for setting strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. Sometimes plants must be kept a while because the ground is not ready or for some other reason. Small lots of plants can be kept in the family refrigerator if there is room. Burying the crate or package for a while in a snowbank is O.K.

The very best way to hold plants is in cold storage at 28 to 32 Degrees F. If such storage is not available, open the bundles and spread the plants in thin layers along a V-shaped trench about four or five inches deep. Cover the roots with two or three inches of soil leaving the buds exposed. Wet the soil and plants thoroughly. A light covering may be necessary.

Incidentally, there is one way to play safe. If you have cold storage available order your plants shipped in March while they are still thoroughly dormant. Moderate delays in transit won't hurt them at that time and they will keep perfectly in cold storage at 28 to 32 Degrees F. until planting conditions are just right. If plants are dug after they have made lots of foliage and possibly blossoms, they should not be held more than a few days even in storage.

U. S. Government and New York State experiments as well as much practical experience have shown clearly that anyone who cannot normally set plants by April 15th could confidently expect much better results with stored dormant plants than with freshly dug ones.

WHAT IS THE BEST METHOD OF SETTING PLANTS? Any method is good which leaves the roots reasonably straight down in the soil, spread some if possible with the soil pressed firmly against the roots and the bud just at the surface of the packed down soil. A good garden trowel is the best tool for the work in small plots. Others are a spade, dribble, paddle or in larger fields a horse or tractor-drawn transplanter. With plants that have very long roots clipping them off to about 4 to 5 inches in length will make it easier to get a good job of setting. It will not hurt the plants. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface. (See picture.)

HOW FAR APART SHOULD PLANTS BE SET? In general we recommend setting plants 18 to 20 inches apart in rows 3½ to 4 feet apart. This requires about 7,000 plants per acre. (See Table.) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain. Closer setting is suggested also for varieties that make few plants. With the new virus free stock of vigorous growing varieties somewhat wider setting will usually give a satisfactory fruiting row.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 x 10 you would need about 20 plants.

High yields can be had from small plots by using the hill system where all runners are cut off. Use planting plan suggested for everbearers on page 30.

There are many variations of the hill system. One of the most practical looking is to use a double hill row with plants 12 inches apart in the row and 30 inches between each double hill row. This plan makes possible economies in cultivation and runner cutting. All hill system plans require extra plants.

HOEING, CULTIVATING AND TRAINING. Frequent hoeing and cultivating make larger, stronger fruiting beds and a better crop of berries. The purpose is to keep down weeds and grass and to keep the top soil loose. Loose top soil helps conserve soil moisture and makes it easier for new runners to take root. Shallow cultivation is best, 1 to 1½ inches deep with the hoe or slightly deeper with horse cultivator.

(1) **Uncover the buds.** At the first or second hoeing any of the plant buds which have become covered with packed or caked dirt must be uncovered. Neglect in this is often the greatest single cause of a poor stand. The outside leaves may remain fresh and green for some time but if the bud is smothered the whole plant will eventually die.

(2) **Cut off the blossoms** at each hoeing. The vitality necessary to mature a cluster or two of berries is needed by the newly set plant to make a strong, vigorous plant growth. For exceptions see page 31.

(3) Most of the **training of new runners** is done at hoeing time. A well spaced matted row is the best system for getting the largest crops of the best berries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is plenty. An excess is no better than weeds. Train the first strong new runners out like spokes from a wheel and root them until a fruiting row 1½ to 2½ feet wide has been formed. When that has been done as many as possible of the later runners should be pulled or cut off.

WEED KILLERS. Crag Herbicide No. 1 (SES) is the most promising material to date for control of summer weeds and grass in strawberries. Apply just after cultivation. It prevents germination of weed seeds—does not kill established weeds. Apply rate of 2-3 lbs. per acre in 40 gallons of water. Cover soil surface. Each application will check weed growth for 3-5 weeks. No injury to plants unless very hot weather. To control winter

and spring growth of chickweed apply chloro I.P.C. 3 lbs. per acre in 50 gallons of water. For us one application in either November or the first half of December has been effective. We doubt if chemical weed control is practical or necessary on very small plots.

Geese are helpful in controlling crab grass. They do not eat weeds. Use about 4 geese per acre; get goslins or young geese, 5 to 6 weeks old. They eat more and trample less than old geese. The field must be fenced in. Supply shade, water, some extra feeding. Large flocks in one field often trample plants badly. Watch out for dogs.

IS MULCHING NECESSARY? Mulching is necessary for winter protection in all the northern states and would be helpful in many fields as far south as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F.) have occurred but before hard freezing (20 degrees F. or lower). It should be removed, (at least partly) soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. In some sections sawdust has been used with good results; also buckwheat hulls. Use whatever you have or can buy at a reasonable price.

WILL IRRIGATION PAY? If you have irrigation it will certainly pay to use it for strawberries, especially just before fruiting time. However, irrigation is not necessary. Most of the fine berry crops in this country are produced on good strawberry soil that holds moisture well because stable manure and green crops have been added or because of a high water table.

Evidence piles up that irrigation during the danger hours will save a strawberry crop from severe frost and freeze damage with temperatures as low as 20° F.

INSECTS AND DISEASES. Red stele has become serious in some areas. It is avoided by using clean plants on uninfected soil. Red stele can be largely overcome on infected soil by using resistant varieties. (See page 30.)

Verticillium wilt, a soil-borne fungus, has been developing as a serious problem of strawberries within the past three years. Selection of resistant varieties and not planting after susceptible crops such as tomatoes, Irish potatoes, eggplant and peppers, are the best controls to date. (See page 30.)

Captan sprays or dusts are proving helpful in reducing fruit rot which is especially bad in wet seasons and can be serious any year. Captain dusts are now a standard practice with us. Spacing of plants (such as the hill system) helps to prevent berry rot. For further information on Captan write for our mimeographed sheet on the subject.

The clipper, frequently present near wooded areas, can be controlled by dusting or spraying with two applications—the first when the buds show at the crown and the second when the stems have pushed out of the crown. One successful material has been DDT at the rate of 30 lbs. of 5% DDT dust per acre. See your own County Agent for your area. Frequently different dusts can be combined to control both rot and insect pests in the same application.

RENEWING OLD BEDS. Most commercial growers pick one crop of strawberries and then destroy the planting. Generally this is justified. However, when plantings are on good soil, free from weeds with little insect or disease damage, a second crop may be had economically. To renew beds, don't plow away the old bed. Cultivate middles, remove weeds and grasses and possibly fertilize. On thickly set beds remove some of the excess plants. Don't be afraid of hurting the beds. We have used a heavily weighted (100 lbs.) spike tooth harrow very effectively. Train new runners to any vacant places. Mostly the second crop of berries is borne on the same plants that produced the first crop.

ODDS AND ENDS

1. How much virus free plants outyield ordinary stock depends on the vigor of the non-virus free plants. At the Ohio Station 68% average increase was obtained on virus free Catskill, Sparkle and Premier. In New Hampshire 83% increase on the same three varieties. In Massachusetts 35% on four leading varieties, and in Nova Scotia on four varieties 310% increase, the amazing increase probably due greatly to lack of plant growth of the ordinary stock.
2. Spittle bugs and tarnish plant bugs that cause malformed berries (nubbins) have been controlled by dusting with a 10% toxaphene dust at the rate of at least 30 lbs. per acre. The first application should be made when the blossom buds first show in the crown and the second application about ten days later when the buds have pushed out of the crown. This material will also control Clipper if applied in this fashion.
3. The use of chlorodane is one of the things a small grower can and should do. It is applied at the rate of about 10 lbs. per acre of actual chlorodane and may be combined with fertilizer for a general application before setting your plants. For further information please write and ask for our mimeographed sheet on chlorodane.
4. Growing strawberries in barrels. The idea of growing strawberries in barrels appeals to those who love growing plants, especially berry plants, but who have only limited space. When tempted to try a berry barrel it should be kept in mind that even if successful it is not an economical way of growing berries. Most of your satisfaction must come from the beauty of the foliage, blooms and berries rather than in the quantity and utility of the berries themselves. For further information write for our mimeographed sheet on this subject.
5. When sawdust is used as a mulch, the soil will need extra nitrogen. Seven or eight pounds of ammonium sulphate per 100 lbs. of sawdust has been suggested.

FAMILY GARDEN COLLECTIONS

Plants of all varieties offered in these Collections are from the remarkable new VIRUS FREE stocks.

Bargains In Gardens - You get the Best and they cost you Less

If you have a garden you must have a berry bed. Order one of these Collections for the health and pleasure of all your family. By ordering from these pages you save a little money and get the same varieties you would select after hours of study. **Postal charges are included in these prices.**

POSTPAID: All Collections **postpaid** anywhere in the U.S.A. at prices quoted. Order all Collections by name, Collection A, Collection B, etc.

MIDDLE STATES GARDEN COLLECTIONS

Well adapted for heavy production of luscious berries anywhere in the U.S.A. except northern and extreme southern areas.

MIDLAND—with virus free plants it rates as great.

FAIRFAX—finest quality; the garden berry deluxe!

CATSKILL—big crops of big berries; good for freezing.

TENNESSEE BEAUTY—wonderful late berry; excellent for freezing.

Collection A— 100 plants, 25 each of the 4 kinds.....$ 5.40 (Postpaid)

Collection B— 200 plants, 50 each of the 4 kinds.....$ 8.95 (Postpaid)

Collection C— 400 plants, 100 each of the 4 kinds.....$14.40 (Postpaid)

Collection D—1000 plants, 250 each of the 4 kinds.....$28.85 (Postpaid)

A satisfied customer.

Ripley Co., Indiana, March 6, 1961. "Just a note to tell you how pleased I was with the four different kinds of strawberry plants received from you. They surely were heavy yielders and such nice berries. Tennessee Beauty is a wonderful berry for freezing." ADORA A. LITTELL.

Never lost a plant.

Kent Co., Maryland. June 7, 1961. "If anyone buys anything and it is no good they always let you know, and I think if you get something very extra good you should let them know too. I got 100 strawberry plants from you last spring and even though it was a bad cold spring I have never seen such berries in my life. I never lost a plant." HAZEL W. ROBINSON.

Grower delighted with quality and vigor of plants.

Brown Co., Wisc. Jan. 29, 1961. "We have purchased plants from your company for the past ten years and every year the quality improves. We have never failed to get a fine bed with your stock. Never have I seen such vigor; when they were planted they started to grow and never quit." RICHARD F. SCHULDES.

Berries in the garden such a pleasure.

Tioga Co., Pa., March 7, 1961. "My father sold the first quart baskets of strawberries in Wellsboro, Pa. about 60 years ago from W. F. Allen plants. It is such a pleasure to pick them fresh in the garden." E. O. MUDGE.

NORTHERN STATES GARDEN COLLECTIONS

Well adapted for heavy production of excellent berries in northern U.S.A. and Canada, south about to the Ohio River Valley and southern Pennsylvania.

EARLIDAWN—Earliest of all; frost resistant.

EMPIRE—gaining in favor because of the flavor.

CATSKILL—big crops of berries; good for freezing.

SPARKLE—shine like gems; fine quality fresh or frozen.

Collection E— 100 plants; 25 each of the 4 kinds.....$ 5.50 (Postpaid)

Collection F— 200 plants; 50 each of the 4 kinds.....$ 9.10 (Postpaid)

Collection G— 400 plants; 100 each of the 4 kinds.....$14.60 (Postpaid)

Collection H—1000 plants; 250 each of the 4 kinds.....$29.20 (Postpaid)

NEWEST VARIETY COLLECTIONS

Try these new ones. All have met rigid standards before being released for introduction.

REDGLOW—outstanding beauty, size and quality.

MIDWAY—extremely productive; good dessert quality.

SURECROP—midseason, tops in plant growth. Productive.

JERSEYBELLE—high market prices as New Jersey 7A. It's a winner!

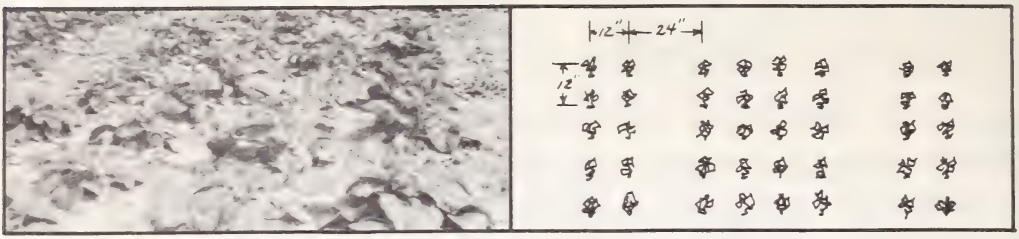
Collection K— 100 plants, 25 each of the 4 kinds.....$ 5.60 (Postpaid)

Collection L— 200 plants, 50 each of the 4 kinds.....$ 9.15 (Postpaid)

Collection M— 400 plants, 100 each of the 4 kinds.....$14.75 (Postpaid)

Collection N—1000 plants, 250 each of the 4 kinds.....$29.60 (Postpaid)

Garden of J. L. Hartley, Avery County, North Carolina



FOR BEST RESULTS WITH EVERBEARERS

USE THE SAWDUST MULCH SPACED PLANT SYSTEM

The Ohio Experiment Station reported 7,000 quarts per acre the first year with Superfection grown under this system. Iowa Station reported yields even larger than Ohio. In Kentucky the Experiment Station reported, with irrigation, 14,000 quarts per acre the first year with Superfection and Gem.

A brief summary of the Ohio Station report is given below.

The Ohio Station report states that the latest development in everbearing strawberry production demonstrates that the largest yields, greatest ease and economy of operation and highest profits are to be secured by following a 4-row bed type planting system. (See diagram and picture.)

In this system the plants are set one foot apart in rows which are one foot apart. A two foot alley or middle is left between each 4-row bed. The 4-row system produces high yields in August which are maintained during the remainder of the season.

The plants should be set just as early in the spring as the land can be prepared—late March or early April. The first crop of weeds will usually appear within two or three weeks after planting. These should be controlled by hoeing. After this first hoeing the entire area should be covered with a layer of sawdust one inch thick. This mulch is very important for conserving soil moisture and suppressing weed growth. Later weeds, if any, must be removed by pulling because hoeing would mix the sawdust with the soil and eliminate its mulch effect.

All blossoms which develop on the new set plants should be removed until early June or a week or two later if plant growth has not been quite vigorous. After fruit production starts berries may be harvested about twice each week until frost stops growth in October. The sawdust mulch helps to conserve soil moisture during late summer. If an extended drought occurs the crop can be greatly increased in size and quality by the use of irrigation. All runners should be removed from the plants as fast as they develop. This is essential if highest yields are to be secured.

"The sawdust mulch appears to give adequate protection over the winter period. A thin renewal layer may be needed in the fall if the spring application was too light. A full inch of mulch should be maintained."

The spaced-plant saw dust mulch system comes high per acre, with more plants and much hand labor required, but numerous Ohio growers have demonstrated in small and medium sized plantings that a carefully managed patch will give high profits.

This Ohio system and variations of it have been used in recent years in many other states to enable growers to get far more satisfaction from Everbearers than they did before. **(See page 23.)**

VARIETAL RESISTANCE TO STRAWBERRY DISEASES

Based on the New Jersey work of Varney, we have the following information in regard to varietal resistance to verticillium wilt: Among the most resistant varieties that we are listing are Catskill, Surecrop, Robinson, Premier, Temple, Tennessee Beauty and Gem. The varieties with an intermediate degree of resistance include Blakemore, Redglow, Empire, Fairfax and Albritton. The most susceptible variety to verticillium wilt is Earlidawn. Among those varieties with a high degree of susceptibility are Dixieland, Redstar, Midway, Jerseybelle, Midland Missionary, Pocahontas, Armore and Sparkle. Verticillium wilt, which causes "summer dying" of strawberry plants, has been particularly bad when strawberry plants have followed a susceptible crop such as tomato, Irish potato, eggplant and pepper. Verticillium wilt is only a problem in some areas of the north and we have never seen it at all on our own farms here in Maryland.

Red stele is a subject of continuing research. At least five different races of red stele root rot have been identified. Among the varieties with resistance to the most common form are Midway, Redglow, Sparkle, Stelemaster, Surecrop and Temple. Stelemaster and Surecrop have resistance to other races of red stele and seem to be your best bet where red stele is a major problem.

VIRUS FREE—REGISTERED

Plants referred to as "virus free" in this catalog have been field grown by us from virus-free foundation stock furnished by the U. S. Department of Agriculture, Bureau of Plant Industry, Soils, and Agricultural Engineering, Beltsville, Maryland. Our field-grown stock has been dusted with parathion to control aphids which transmit the virus diseases. It has also been grown at considerable distances from any other strawberry plants. Since viruses do not produce clear-cut symptoms in most strawberry varieties but simply weaken and devitalize the plants, no guarantee can be made that these plants are 100 percent free of viruses. Because of the measures that we have used to protect these plants from virus infection, we believe them to be substantially virus-free.

All plants from virus free sources which meet the rigid growing requirements of our Inspection Service are entitled to be sold as "Registered." All our virus free varieties have met these requirements and will carry a label showing they are "registered." We hope W. F. Allen Company will receive your plant orders, but in any event you should get plants which meet the rigid requirements which entitle them to be registered.

INSTRUCTIONS TO PURCHASERS

Terms. Cash with order. Remit by money order, bank draft or cash in registered letter. No C.O.D. shipments without part payment.

Packing. No extra charge made for packing at prices quoted on page 32.

True to Name. We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants ordered.

WHEN TO ORDER HOW TO SHIP

Order as soon as you have decided what varieties and how many you want. Plants will be reserved for you. Indicate on the order sheet the approximate date you want the plants shipped to you. See paragraph on page 25 "When Should Plants be Set?". Write plainly so that we can get your name and address correctly for prompt acknowledgment of order and delivery of plants. Be sure to fill in your County on the order sheet.

Express—Cheaper on shipments of 3,000 plants or more and on 2,000 plants in the fifth postal zone or farther. Transportation charges can be collected at time of delivery. There is a minimum express charge of $2.26 on any size shipment.

Parcel Post.—Generally cheapest and most satisfactory for all shipments up to 1,000 plants everywhere and on larger shipments up to 2,000 plants in the 4th postal zone or nearer. Parcel post charges depend upon weight of shipment and postal zone. On parcel post shipments be sure to include postage figured from the tables and guide on this page. Send enough postage as any excess will be returned to you. **We do not advise C.O.D. shipments** as they require from 40¢ to $1.00 additional postage for that service. In addition delivery is delayed by two or more days in many instances. COLLECTIONS offered on pages 28 and 29 are **prepaid** and no postage need be sent for these.

Our Guarantee. We guarantee all plants ordered shipped before May 15th to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insects, etc. which may affect the plants after their arrival, as these things are entirely beyond our control.

ZONE GUIDE

To help determine postal zone, consult this guide. If you live near places mentioned or nearer to Eastern Maryland you are in zone indicated. If convenient ask your postmaster.

Zone 2—includes Trenton, N. J., Harrisburg, Pa., Philadelphia, Pa., Hagerstown, Md., Charlottesville, Va., Richmond, Va., Norfolk, Va.

Zone 3—includes Hartford, Conn., New York, N. Y., Pittsburgh, Pa., Roanoke, Va., Wilmington, N. C.

Zone 4—includes Portland, Maine, Boston, Mass., Albany, N. Y., Buffalo, N. Y., Cleveland, Ohio, Cincinnati, Ohio, Detroit, Mich., Indianapolis, Ind., Louisville, Ky., Nashville, Tenn., Atlanta, Ga.

Zone 5—includes the entire state of Illinois, St. Paul, Minn., St. Louis, Mo., Little Rock, Ark.

Zone 6—includes Houston, Texas, Oklahoma City, Okla., Kansas City, Mo.

Zone 7—includes El Paso, Tex., Denver, Colo.

Zone 8—includes Salt Lake City, Utah and Pacific Coast States.

PARCEL POST RATES

Pounds	Zones 1 & 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
2.....	$ .33	$ .35	$ .39	$ .45	$ .51	$ .58	$ .64
3.....	.38	.41	.47	.55	.64	.74	.83
4.....	.43	.47	.55	.65	.77	.90	1.02
5.....	.48	.53	.63	.75	.90	1.06	1.21
6.....	.53	.59	.70	.85	1.03	1.22	1.40
7.....	.58	.65	.77	.95	1.16	1.38	1.59
8.....	.63	.71	.84	1.05	1.29	1.54	1.78
9.....	.68	.77	.91	1.15	1.42	1.70	1.97
10.....	.73	.83	.98	1.25	1.55	1.86	2.16
11.....	.77	.89	1.05	1.35	1.67	2.02	2.34
12.....	.81	.95	1.12	1.45	1.79	2.18	2.52
13.....	.85	1.01	1.19	1.55	1.91	2.34	2.70
14.....	.89	1.07	1.26	1.65	2.03	2.50	2.88
15.....	.93	1.13	1.33	1.75	2.15	2.66	3.06
16.....	.97	1.18	1.40	1.85	2.27	2.81	3.24
17.....	1.01	1.23	1.47	1.95	2.39	2.96	3.42
18.....	1.05	1.28	1.54	2.05	2.51	3.11	3.60
19.....	1.09	1.33	1.61	2.15	2.63	3.26	3.78
20.....	1.13	1.38	1.68	2.25	2.75	3.41	3.96
21.....	1.17	1.43	1.75	2.34	2.87	3.56	4.14
22.....	1.21	1.48	1.82	2.43	2.99	3.71	4.32
23.....	1.25	1.53	1.89	2.52	3.11	3.86	4.50
24.....	1.29	1.58	1.96	2.61	3.23	4.01	4.68
25.....	1.33	1.63	2.03	2.70	3.35	4.16	4.86
30.....	1.53	1.88	2.38	3.15	3.95	4.91	5.76
35.....	1.73	2.13	2.73	3.60	4.50	5.61	6.61
40.....	1.93	2.38	3.08	4.05	5.05	6.31	7.46
45.....	2.13	2.63	3.43	4.50	5.60	7.01	8.26
50.....	2.33	2.88	3.78	4.95	6.15	7.71	9.06
55.....	2.53	3.13	4.08	5.35	6.70	8.36	9.86
60.....	2.73	3.38	4.38	5.75	7.25	9.01	10.66
65.....	2.93	3.63	4.68	6.15	7.80	9.66	11.46
70.....	3.13	3.88	4.98	6.55	8.35	10.31	12.26

WEIGHT OF PLANTS:

25 plants, 1 lb. 100 plants, 4 lbs.
500 plants, 20 lbs. 1000 plants, 40 lbs.

PRICE LIST FOR SPRING — 1962

	25 plants	50 plants	100 plants	200 plants	300 plants	400 plants	500 plants	1000 plants	5000 plants
Early Varieties									
★ ALBRITTON	$1.15	$1.90	$3.00	$5.25	$6.75	$8.10	$ 9.40	$15.00	$70.00
★ BLAKEMORE	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	65.00
★ DIXIELAND	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
DORSETT	1.40	2.30	3.70	.....	.....	.....	.....	.....	.....
★ EARLIDAWN	1.50	2.50	4.00	7.00	9.00	10.80	12.50	20.00	95.00
★ FAIRFAX	1.40	2.30	3.70	6.45	8.35	10.00	11.60	18.50	87.50
★ FLORIDA 90	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
★ HOWARD 17	1.30	2.15	3.50	6.10	7.85	9.45	10.95	17.50	82.50
★ MIDLAND	1.45	2.45	3.90	6.85	8.75	10.50	12.20	19.50	92.50
★ MISSIONARY	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
★ PREMIER	1.30	2.15	3.50	6.10	7.85	9.45	10.95	17.50	82.50
★ REDGLOW	1.45	2.35	3.80	6.70	8.60	10.25	12.00	19.00	90.00
★ SEN. DUNLAP	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	.....
★ STELEMASTER	1.45	2.45	3.90	6.85	8.75	10.50	12.20	19.50	.....
Midseason Varieties									
BIG JOE	1.40	2.30	3.70	6.45	8.35	10.00	11.60	18.50	.....
★ CATSKILL	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ MIDWAY	1.50	2.50	4.00	7.00	9.00	10.80	12.50	20.00	95.00
★ EMPIRE	1.40	2.30	3.70	6.45	8.35	10.00	11.60	18.50	87.50
★ POCAHONTAS	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ SURECROP	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
TEMPLE	1.40	2.30	3.70	6.45	8.35	10.00	11.60	18.50	.....
Late Varieties									
★ ARMORE	1.25	2.05	3.30	5.75	7.40	8.90	10.30	16.50	77.50
ERIE	1.20	2.00	3.20	5.60	7.20	8.65	10.00	.....	.....
★ JERSEYBELLE	1.40	2.30	3.70	6.45	8.35	10.00	11.60	18.50	87.50
★ KARDINAL KING	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
★ ROBINSON	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
★ SPARKLE	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ TENN. BEAUTY	1.30	2.15	3.50	6.10	7.85	9.45	10.95	17.50	82.50
Very Late Varieties									
AMBROSIA	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	.....
★ REDSTAR	1.45	2.45	3.90	6.85	8.75	10.50	12.20	19.50	92.50
Everbearing Varieties									
★ GEM	2.25	3.75	6.00	10.50	13.50	16.20	18.75	30.00	140.00
★ SUPERFECTION	2.25	3.75	6.00	10.50	13.50	16.20	18.75	30.00	140.00

★ Our plants of these varieties are grown from virus free stocks.

Regular non-virus free stocks of Premier are available in small quantities.

W. F. ALLEN COMPANY

SALISBURY, MARYLAND

All plants f.o.b. Salisbury, Maryland, at prices quoted, express or parcel post charges extra.

On quantities of more than 5,000 plants of one variety write for quantity rate.

WE HAVE NO PLANTS OF ANY VARIETY TO SELL FOR SHIPMENT IN JUNE, JULY, AUGUST, SEPTEMBER AND OCTOBER.

PLEASE USE THIS ORDER SHEET

W. F. ALLEN CO.
SALISBURY, MD.

Strawberry Specialists **Date of Order**.....

Please forward to:

Name .....
(Please Print or Write Plainly, giving full address)

Street ..... **R.D. No.** .....

Postoffice ....., ... **Box No.** .....
(City Zone if any)

Express Office ..... **County**.....
(If different from Postoffice)

State ..... **Ship by** .....
(Mail or Express)

Ship Plants On or About ....., 19.....

State how goods shall be sent. Fill all blanks and add up accurately.
Please do not write letters on the same sheet with order.

QUANTITY	VARIETY OF STOCK ORDERED	PRICE	
		Dollars	Cents
	Amount Sent for Postage		
➔	**Total Amount of Money Sent**		

IMPORTANT!

If Sold Out of Varieties Ordered

SUBSTITUTE A Suitable Variety of Equal Value - - - - -

RETURN My Order and Money for Varieties Not Available

Please Check One

☐

☐

DELIVERED PRICES—All prices listed in our catalog are F.O.B. Salisbury, Maryland, purchaser to pay transportation. If you wish PREPAID prices by Express or Parcel Post send us a list of the varieties and amounts in which you are interested. We will answer by return mail telling you just what the plants will cost including transportation charges. No obligation in asking for prices.

HOW TO SHIP

EXPRESS is generally satisfactory and the best way to ship plants if your order is large, or if the distance is great. Express charges can be paid when plants are received.

PARCEL POST—Generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and nearby states. Postal charges are paid in advance. Figure this amount as instructed in catalog. Be sure to send enough postage as any amount not used will be returned to you.

Any shipment that is sent C.O.D. will cost at least 45c additional postage charges.

TRUE-TO-NAME—While we use every precaution to have all plants, etc., true to name, we will not be responsible for any sum greater than the cost of the plants should any prove otherwise than as represented.

PLEASE WRITE BELOW the names and addresses of any acquaintances or friends who might be interested in, or buyers of, strawberry plants, and we will send them our catalog.

From

_____

_____

W. F. ALLEN CO.

Salisbury,

Maryland

Dependable
STRAWBERRY PLANTS

for 77 years

TENNESSEE BEAUTY

Pretty
Productive
Processor
Profit
Berries Are
Beauties
A
Money
Maker
for the
Upper
South
and
Lower
North.

ALLEN'S PLANTS

Standard of the Industry for

77 YEARS

SPARKLE

for QUALITY and YIELD.

IT'S A JEWEL!

POCAHONTAS
Amazing variety for vigor, yield profit

CROWDING
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in
PRODUCTION
PROFIT
POPULARITY

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SALISBURY
MARYLAND

1962

SURECROP

Mid season
Red Stele
Resistant
Blends profitably strong
Plant growth, high yields, size and firmness of fruit.